

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /018 W

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O R 051726Z MAR 74

FM AMCONSUL RIO DE JANEIRO

TO USDOC WASHDC IMMEDIATE

INFO SEC STATE WASHDC 236

AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 0768

E.O. 11652: N/A

TAGS: BEXP, BR

SUBJECT: FY 1975 PROGRAM - COMPUTER EXHIBITION

REF: USDOC 23333

FOLLOWING INFORMATION FOLLOWS OUTLINE OF QUESTIONS

PER REFTEL:

A. CONGEN HAS OPTION TO RESERVE WITHOUT CHARGE FROM
SUCESU REQUIRED 340 SQUARE METERS TOTAL SPACE. THIS
OPTION VALID UP TO APRIL 20, 1974.

B. APPROXIMATE COST PER SQUARE METER OF SPACE IS 120
DOLLARS.

C. SUCESU DOES NOT ERECT BOOTHS. USG WILL HAVE TO
CONTRACT LOCAL FIRMS FOR BOOTH CONSTRUCTION.

D. ALTHOUGH MARKAD EDP MARKET SURVEY DONE FOR COMMERCE
PINPOINTS EDP EQUIPMENT WITH HIGHEST SALES POTENTIAL,
PRESIDENT AND TECHNICAL DIRECTOR OF SUCESU INDICATED
TO CONGEN OFFICERS THE FOLLOWING MARKET TRENDS AND
PREFERENCES:

(1) PRODUCT LINES MUST BE COMPATIBLE TO IBM COMPUTERS
WHICH ARE OVERWHELMINGLY PREVALENT IN BRAZIL.

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(2) CURRENT TREND IS TO UTILIZE SMALL AND MEDIUM SIZE COMPUTERS. MARKET FOR SOPHISTICATED SOFTWARE SYSTEMS IS STILL LIMITED.

(3) DATA TELEPROCESSING IS BECOMING A REALITY AND COMPUTER TERMINALS AND RELATED PERIPHERALS WOULD FIND A STRONG MARKET DEMAND.

(4) SHORT DELIVERY TIME, STRONG MAINTENANCE, LEASING AND FINANCING OFTEN ARE AS IMPORTANT AS PRICE IN PURCHASING DECISIONS. U.S. FIRMS TO BE SUCCESSFUL MUST HAVE LOCAL SALES AND SERVICE ORGANIZATIONS.

(5) STRONG MARKET FOR APPLICATION SYSTEMS - E.G. LOGICAL MODULES THAT CONNECT COMPUTERS TO APPLICATIONS IN DIVERSE INDUSTRIAL SECTORS SUCH AS ENGINEERING AND COMMUNICATIONS.

(6) STRONG MARKET FOR PRODUCT LINES DEALING WITH DIAGNOSTIC AND MAINTENANCE SYSTEMS.

E. RENTAL OF SPACE FROM SUCESU COVERS PERIOD OF SEPTEMBER 13 TO 21. ACTUAL PERIOD OF EXHIBITION IS FROM SEPTEMBER 16 TO SEPTEMBER 20 GIVING 3 DAYS PRIOR AND ONE DAY AFTER EXHIBIT FOR PURPOSES OF ERECTING AND DISMANTLING BOOTHS. ADDITIONAL ACCESSIBILITY TO EXHIBITION SITE BEYOND MORE THAN ONE OR TWO ADDITIONAL DAYS CAN NOT BE GUARANTEED AT THIS TIME. HOTEL GLORIA MANAGEMENT DESIRES TO PRESERVE FLEXIBILITY FOR LEASING EXHIBITION SPACE FOR ANOTHER EVENT BEFORE AND AFTER SUCESU CONGRESS.

F. USG NOT REQUIRED TO USE BOOTHS PROVIDED BY SUCESU.

G. PRIVATE BRAZILIAN FIRMS SPECIALIZING IN ERECTING AND DISMANTLING EXHIBITS CHARGE ON THE AVERAGE ABOUT 30 DOLLARS PER SQUARE METER INCLUDING LABOR AND SUPPLY OF BASIC INSTALLMENTS SUCH AS LIGHTING, CARPETS AND WALL-DIVIDERS.

H. SITE AND FLOOR PLAN DIAGRAMS AND SLIDES BEING UNCLASSIFIED

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FORWARDED TO COMMERCE.

I. PRELIMINARY FAIR REGULATIONS BEING FORWARDED TO COMMERCE.

J. CONGRESS IS BEING HELD IN HOTEL GLORIA, A POPULAR SITE IN RIO FOR STAGING IMPORTANT COMMERCIAL AND CULTURAL EVENTS. AVERAGE PRICE OF A DOUBLE ROOM AT

HOTEL IS 33 DOLLARS. ELECTRICITY AT EXHIBITION SITE
IS 110 VOLTS, 60 CYCLES A.C. AND COST FOR ITS USE IS
INCLUDED IN RENTAL COST OF SPACE PER ITEM B. ABOVE.

SITE IS AIR-CONDITIONED, WITH ADDITIONAL AIR-CONDITIONING
AVAILABLE IN CASE COMPUTERS ARE INSTALLED FOR EXHIBITION.

K. HOURS OF EXHIBITION RUN FROM 9 A.M. UNTIL 9 P.M.

L. THEME, HOURS AND PARTICIPATION REQUIREMENTS FOR
SEMINAR PROGRAM NOT YET AVAILABLE FROM SPONSORS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 05 MAR 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974RIODE00768
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: RIO DE JANEIRO
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740367/aaaackgw.tel
Line Count: 127
Locator: TEXT ON-LINE
Office: ACTION ARA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: USDOC 23333
Review Action: RELEASED, APPROVED
Review Authority: shawdg
Review Comment: n/a
Review Content Flags:
Review Date: 09 JUL 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <09 JUL 2002 by elbezefj>; APPROVED <04 DEC 2002 by shawdg>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 1975 PROGRAM - COMPUTER EXHIBITION
TAGS: BEXP, BR
To: COM
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005